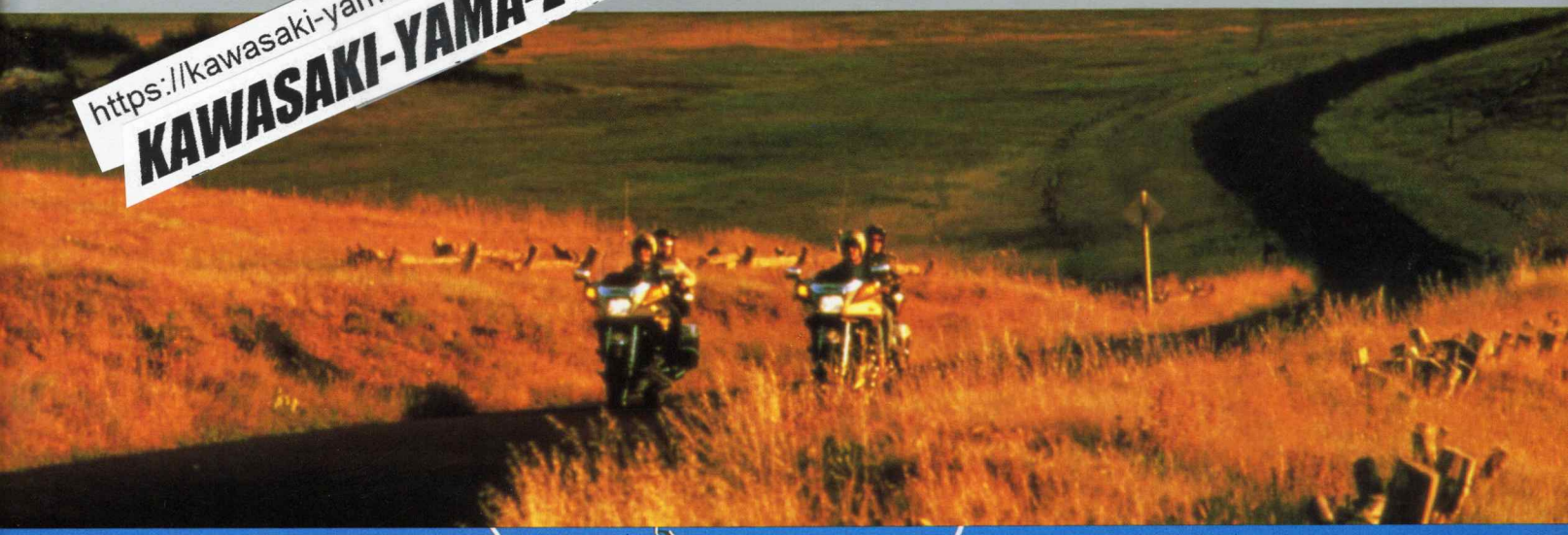
INVITATION TO YAMAHA

https://kawasaki-yama-zuki.blogspot.com/
KAWASAKI-YAMA-ZUKI



Yamaha, Today and Tomorrow

For Yamaha, the future is what's happening now. With efforts that go beyond just meeting current demands, we're dedicated to the development of new and original quality products that are at least one step ahead of the times. This attitude is reflected in every phase of our corporate operations to ensure you get the products you want, along with the services you need to use them.

Better Products for Better Living

Whether it's the frozen Arctic north or the sunny tropics, you can rest assured that there will be something from Yamaha to make your life a little easier, a little more exciting. For fun and recreation there are motorcycles, scooters, motorboats, sailboats and even Racing Karts. For industry there's snow removing equipment, generators, fishing craft and outboard motors – wherever and whatever the need, Yamaha's there to make the world a more comfortable place to work and live in.

Engine Technology

▲ Yamaha Big Sports Tourer

▲ Yamaha Trail

▲ Yamaha All- Terrain Vehicle

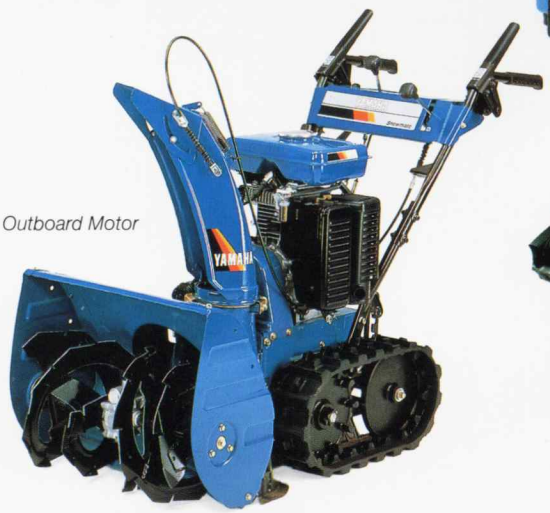
▲ Yamaha Golf Car

▲ Yamaha Racing Kart

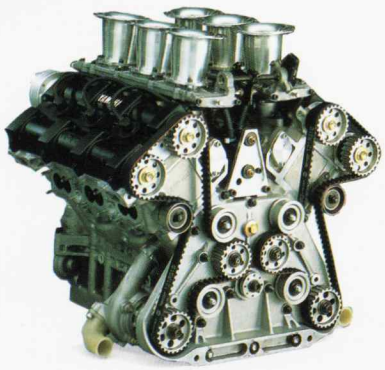
Yamaha Generator ▶

Yamaha Snowmobile ▶

◀ Yamaha Outboard Motor



▲ Yamaha Snow Removing Equipment



▲ Yamaha Automobile Engine

FRP Technology

▲ Yamaha Sports

▲ Yamaha Scooter

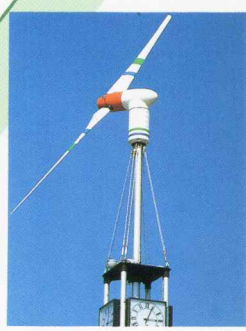
◀ Yamaha Sailboat

▲ Yamaha FRP Motorboat

◀ Yamaha Swimming Pool

▲ Yamaha Water Vehicles

▲ Yamaha Fishing Boat



▲ Yamaha Wind-powered Generator

▲ Yamaha Gas Engine Heat Pump

▲ Yamaha Industrial Robot

Other Technologies

Motorcycles and Scooters

State-of-the-Art, Every Model

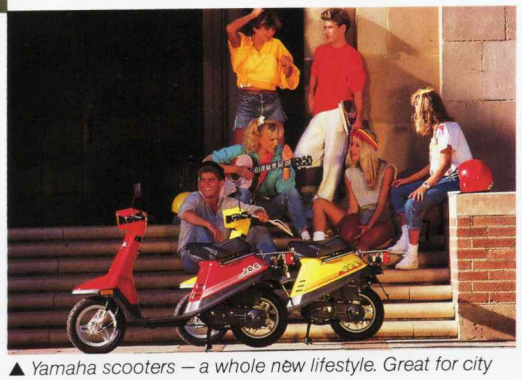
Yamaha is continually searching for new ways to keep motorcycle riders on the move. R&D centers are providing a wide range of models suited to every occasion. There are scooters so simple to operate that even a beginner can enjoy an exhilarating ride. At the other end of the spectrum, in Yamaha's Genesis technology, riders and bikes become so thoroughly integrated they become one. It's this kind of dedication that has produced the world's top line of two-wheel vehicles — scooters, business models, off-road and street bikes, long-distance touring bikes and racers for both on- and off-road competitions.

▲ The World's First Polar Visit by Motorcycle

Wordhunt Island, Canada's northernmost point. From here, off-road rider Shinji Kazama embarked on a frigid adventure astride his converted Yamaha TW200 off-road bike. In just 44 days from departure on March 8, Kazama accomplished the unique and harsh test of reaching the Arctic pole by bike. This rigorous motorcycle journey was a world first — just another example of Yamaha quality.

▲ *A refreshing tour in the wind and sun.*

▲ *A dynamic motocross race.*



▲ *Yamaha scooters — a whole new lifestyle. Great for city touring and wandering the open road.*

▲ *The Yamaha Sports — a big bike for big distances.*

▲ *On the Yamaha Sports you're in control.*

▲ *Yamaha Trails make even rough roads fun.*

▲ *The Yamaha Scooter for people on the move.*

OPEN
4730

Captains
World
YAMAHA

Motorboats, Sailboats & Outboard Motors

Anchors Aweigh for More Fun

Recently the call of the sea has attracted more and more marine sports enthusiasts from all over the world. As an enthusiastic promoter in this field for a number of years and with its production of FRP vessels beginning in 1960, Yamaha offers a wide range of superior marine products that includes sailing craft and power boats for cruising, waterskiing and sports fishing. Yamaha builds more than pleasure boats alone. People involved in marine industries around the world look to Yamaha for fishing boats and other products for increased yields and improved productivity. Yamaha's outboard motors have charted new courses of reliability for coastal fishing fleets and other marine activities both in Japan and overseas.

A Yamaha cruiser with the wind in her sails. ▶

▼ Yamaha's Waves represent a totally new concept in multi-purpose water vehicles.

▲ Yamaha outboard motors – applications for any environment.

▲ Yamaha Super Jet – getting people where they want to go in a hurry.

▲ Powerfully seeking new horizons – Yamaha oceangoing outboards.

Fishing Boats & Marine Diesel Engines

Heralding a New Age in Fishing

Seamen around the world have long learned to recognize and trust the Yamaha brand of FRP technology. Available in models for all types of applications, Yamaha's FRP commercial fishing boats have recorded many distinguished achievements in the seas around Japan. And its outboard motors have contributed greatly to the efficiency of coastal fishing industries around the world. Yamaha's lightweight, compact diesels are another range of products that feature many new and advanced technologies, specifically designed to improve FRP fishing boat performance. For outboard motors, Yamaha offers an extensive lineup, including kerosene models, which are setting new trends for technological change for coastal fishing.

The Yamaha diesel engine —▶ a powerful and reliable shipmate.

▼ *FRP fishing boat engaged in seine fishing.*

▲ *Yamaha FRP fishing boats work together in bringing in a big haul.*

▼ *Yamaha's FRP boats represent a new era for coastal fishermen.*

▼ *The FRP Japanese-style open boat can be used for either fishing or marine transport.*

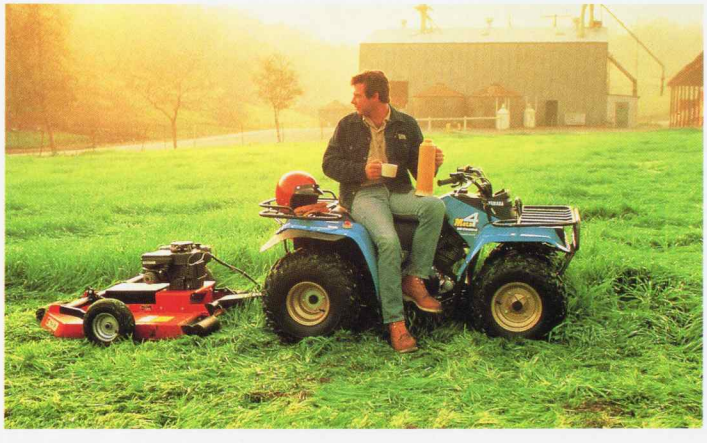
▼ *A Yamaha water-jet skims the water with power to spare.*

Snowmobiles, Golf Cars, Racing Karts & All-Terrain Vehicles

For Snow, Forests and Fields, It's Yamaha That Gets You There

Whether it's work or play, Yamaha snowmobiles have made significant contributions over the years to people living in rugged, snowbound communities. In North America and Europe, these vehicles have become a popular source of winter fun. For milder climates, there are Yamaha gas and electric powered golf cars, all receiving a great deal of international recognition. The Yamaha all-terrain vehicles have not only won the solid support of sports enthusiasts, but are now earning high marks for reliability as all-terrain workhorses for livestock, agriculture and marine industries. Through its extensive know-how in compact engine technology and attention to diverse consumer needs, Yamaha is putting wheels on the 21st century.

▼ *Yamaha ATV – a veritable workhorse, at home in all types of terrain.*



▲ *Yamaha snowmobile – for work and pleasure.*

▲ *Yamaha "Turfmate" Golf Car – quiet and easy to operate.*

▲ *Yamaha ATV (All-Terrain Vehicle) ready for anything.*

▲ *Yamaha Golf Car "SUN CLASSIC" puts you on the road to healthy recreation.*

▲ *Experience the thrill of motor sports in a Yamaha Racing Kart.*

▲ *For play or work, the Yamaha snowmobile.*

Multi-Purpose Engines, Generators, Water Pumps & Snow Removing Equipment

Better Living Through Yamaha

With the production of motorcycles, Yamaha has been involved in the development of compact engine technology for a great many years. This has yielded a number of innovative products for many diverse and challenging fields. One example is the Yamaha generators that have brought light to homes in underdeveloped areas and provided power for civil engineering, construction, marine, agricultural and outdoor recreational activities. Yamaha's multi-purpose engines are another product recognized among industries as dependable workhorses ready for just about anything. Snow removing equipment, water pumps, multi-purpose engines – just a few of the specialized Yamaha products that continually promote better and more comfortable working conditions for people around the world.

▼ *Irrigation with a Yamaha water pump.*

▲ *Yamaha generators for outdoor fun.*

▼ *Yamaha generators for stable electricity.*

▼ *Yamaha water pumps feature superior suction and draining functions.*

▼ *Yamaha snow removing equipment – efficient and effective.*

▼ *Yamaha multi-purpose engine – reliable power for a variety of applications.*

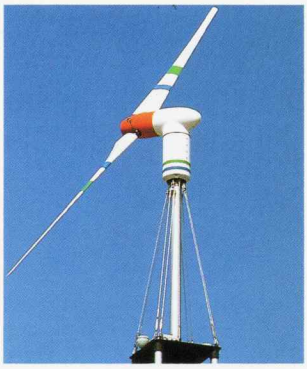
▲ *Yamaha snow removing equipment in action — a welcome sound in snowbound areas.*

Other Areas of Business

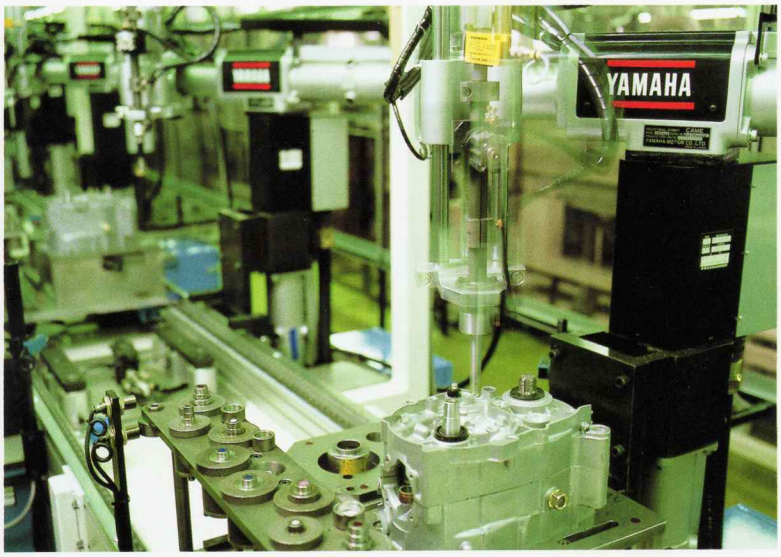
Meeting the Challenge

With one foot in the 21st century, Yamaha is especially active in the development of new-generation technologies. The five-valve engine we designed for Formula Car competition is a perfect example of Yamaha's creative thinking. Industrial robots, high-speed plating machines, wind-powered generators, lightweight, compact aircraft engines, gas engine heat pumps — just a few of the successes Yamaha has achieved in introducing new and innovative products for tomorrow to the international marketplace of today.

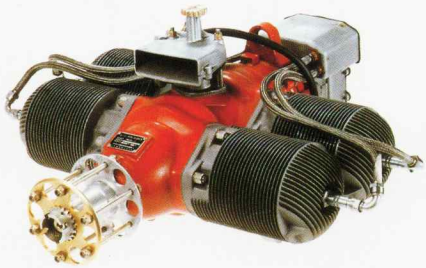
▼ *Technology developed by Yamaha permits operation of wind-powered generators even in a mild breeze.*



▼ *Yamaha boasts a variety of industrial robots.*

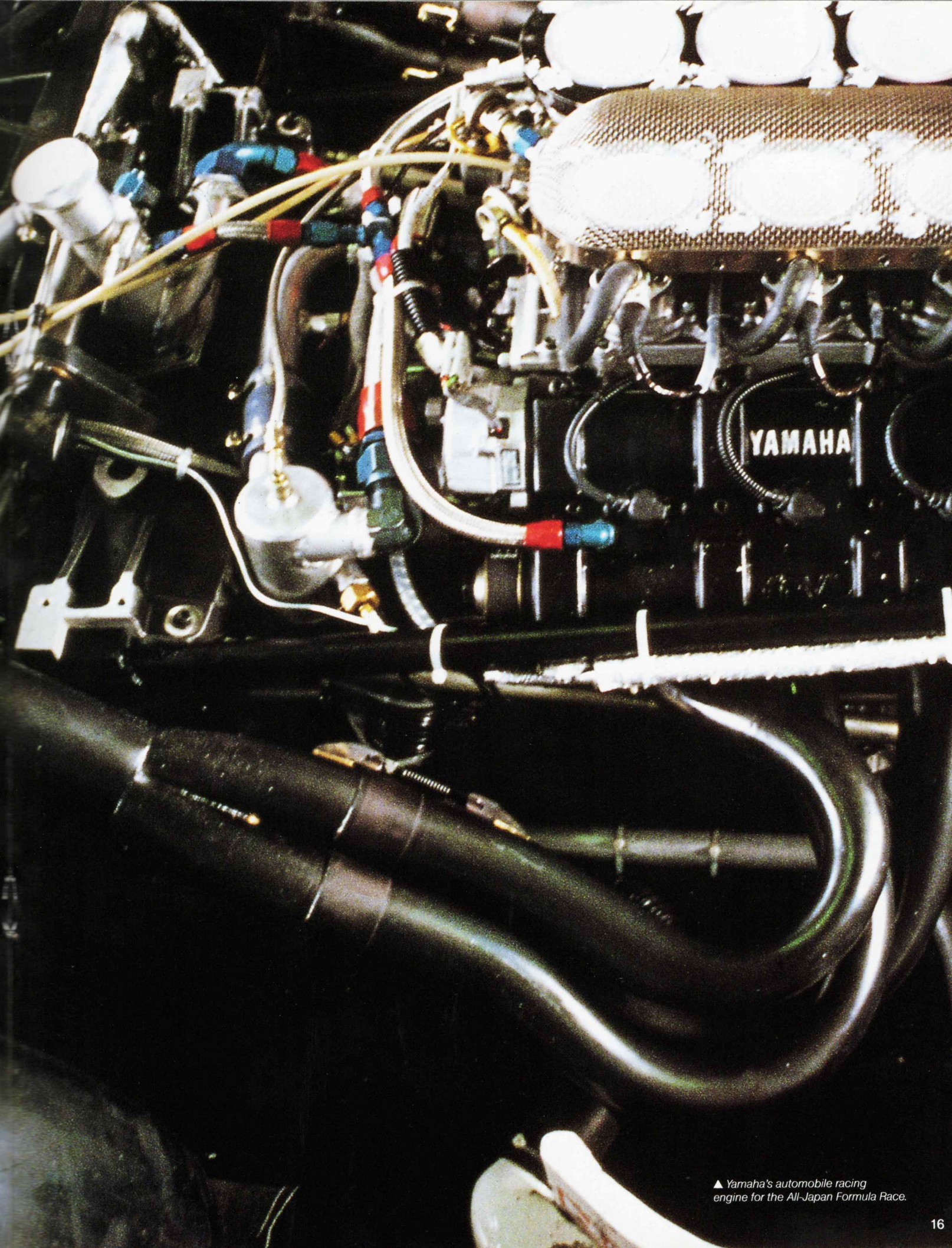


▼ *Yamaha's high-speed plating machine, highly acclaimed as a revolutionary system.*



▲ *Light and compact aircraft engines — new sources of power for modern aircraft.*

▲ *Reliable, high-performance DOHC twin turbo engines for automobiles.*



▲ *Yamaha's automobile racing engine for the All-Japan Formula Race.*

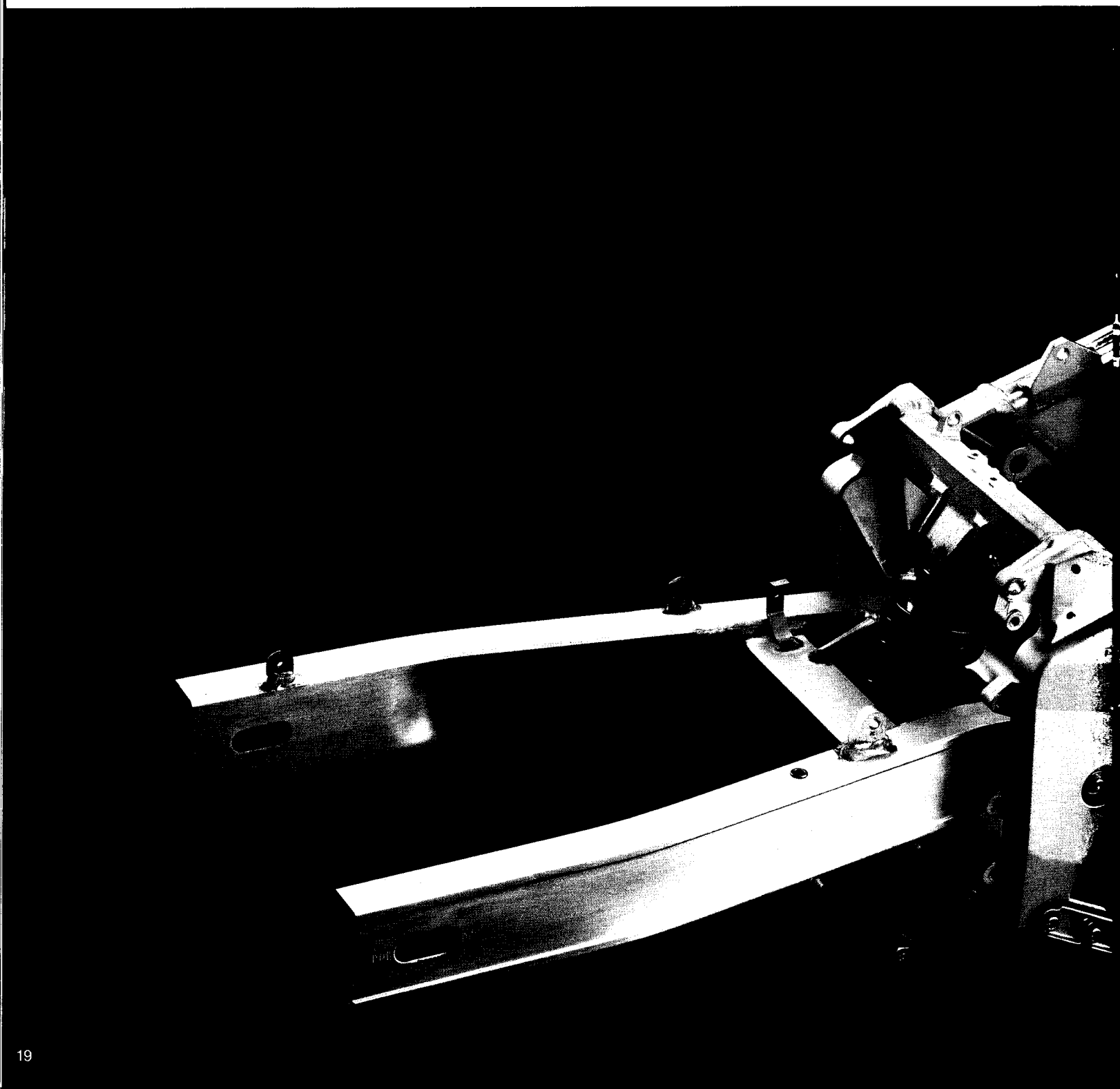
New Technologies with Imagination and Foresight

Research and technical know-how backed by basic material and application technologies enable Yamaha to instantly meet customer needs. Our researchers and engineers give free rein to their imaginations in generating fresh ideas. And these ideas will provide the basis for new advanced high-performance products of the 21st century.

▲ *Like the world's first five-valve cylinder head for commercial reciprocal engines. The combination of three intake and two exhaust valves achieves a compact configuration that provides superior suction and combustion efficiency for high-power performance with low fuel consumption.*

Challenging Technological Limits

Yamaha's long involvement in racing competition has led to a great many new discoveries and permitted technical experimentation under the most severe conditions. Motocross events are run on grueling courses with new challenges every step of the way. Events are decided by only the slightest differences in machine control. The battle to win in marine competition is fought on unpredictable seas. Knowledge gained from such experience is reflected in the high performance and durability of every Yamaha product.

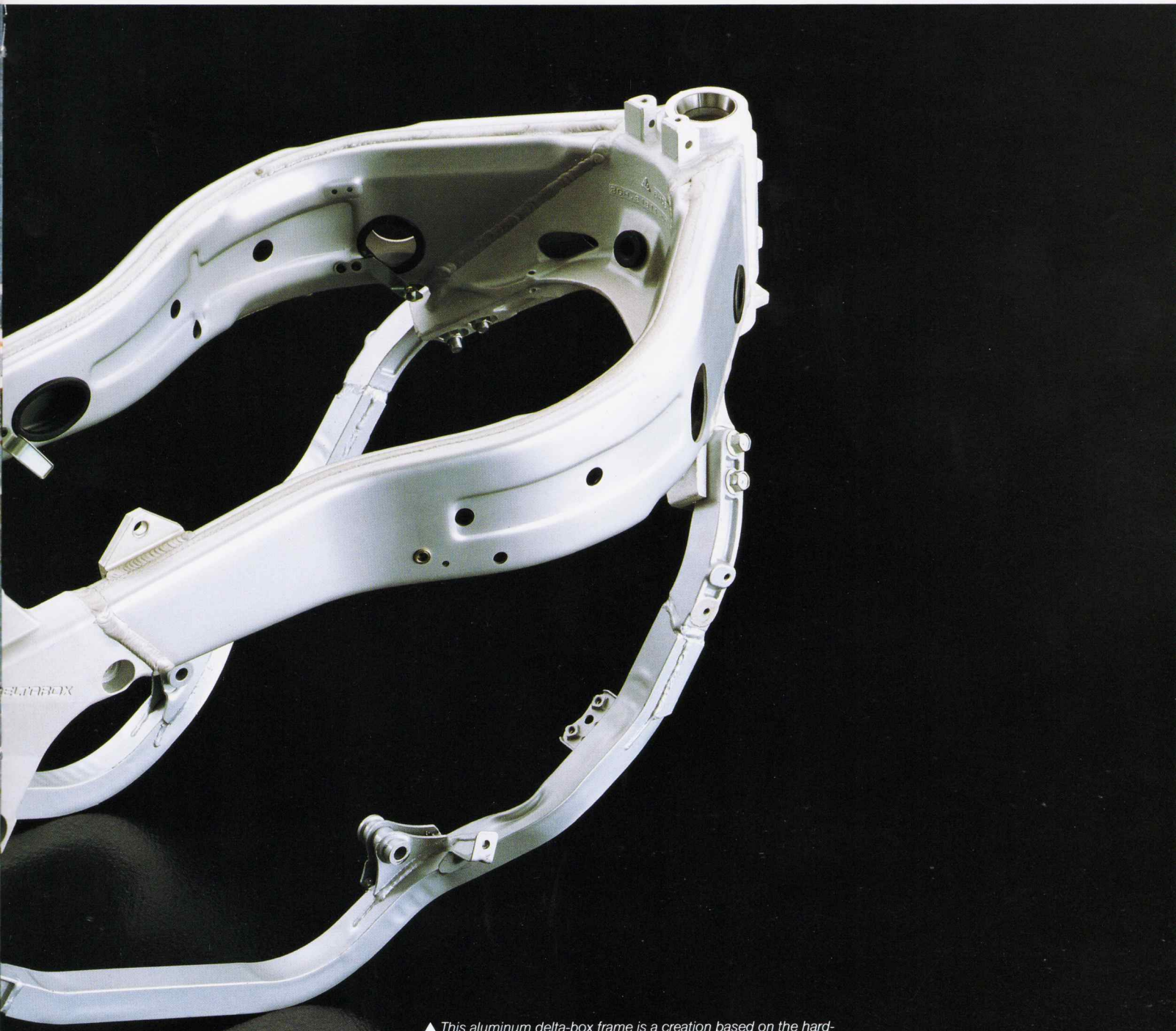


▼ *Racing is really technological development on wheels. Yamaha uses such competition to successfully challenge new records, creating new technologies and new heroes along the way.*

▼ *Yamaha racing cruisers demonstrate superior technical know-how in world-class events.*

▼ *Racing develops and refines new technologies. Behind the scenes are the dedicated efforts of the pit crew.*

▼ *Racing is the ultimate proving ground for Yamaha technology.*

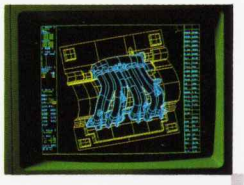


▲ *This aluminum delta-box frame is a creation based on the hard-earned experience gained in international grand prix races. It represents one more of Yamaha's technical achievements in making machines do exactly what their riders want them to do.*

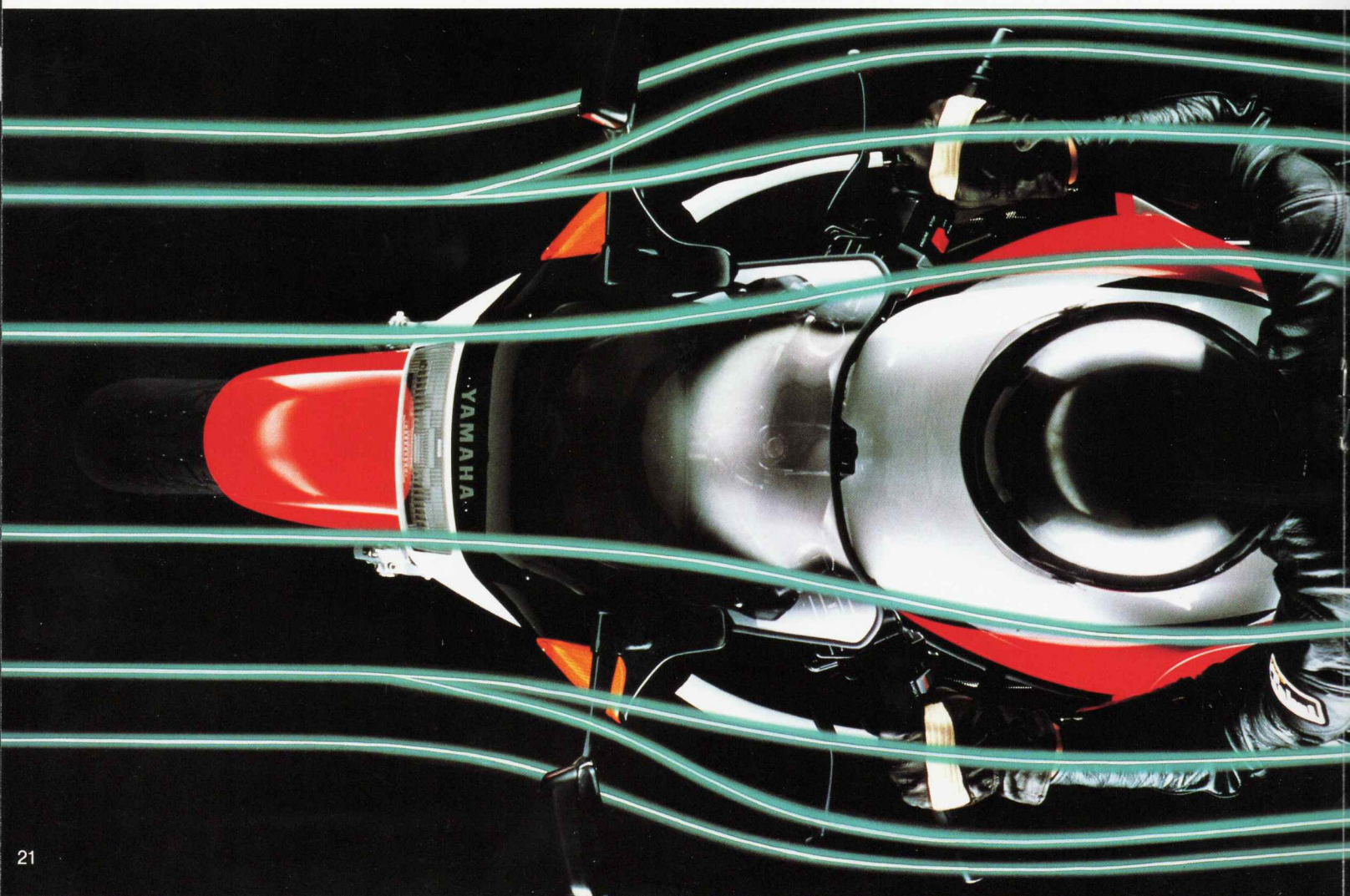
Quality Production the Yamaha Way

From design and development to sales and servicing, Yamaha quality is evident in every item it manufactures. This is because each product undergoes extensive testing before ever reaching the market. Motorcycles are run through their paces on public roads and test courses; boats and outboard motors are tested for durability and performance in the water. For even greater improvements, Yamaha's advanced laboratories have special rooms and equipment for pollution and thermal testing; anti-shock and endurance tests. It is only after passing these rigid inspections that Yamaha products are finally released to the consumer – technical excellence and quality proven time and time again.

▼ *CAM system assesses ideal production processes.*

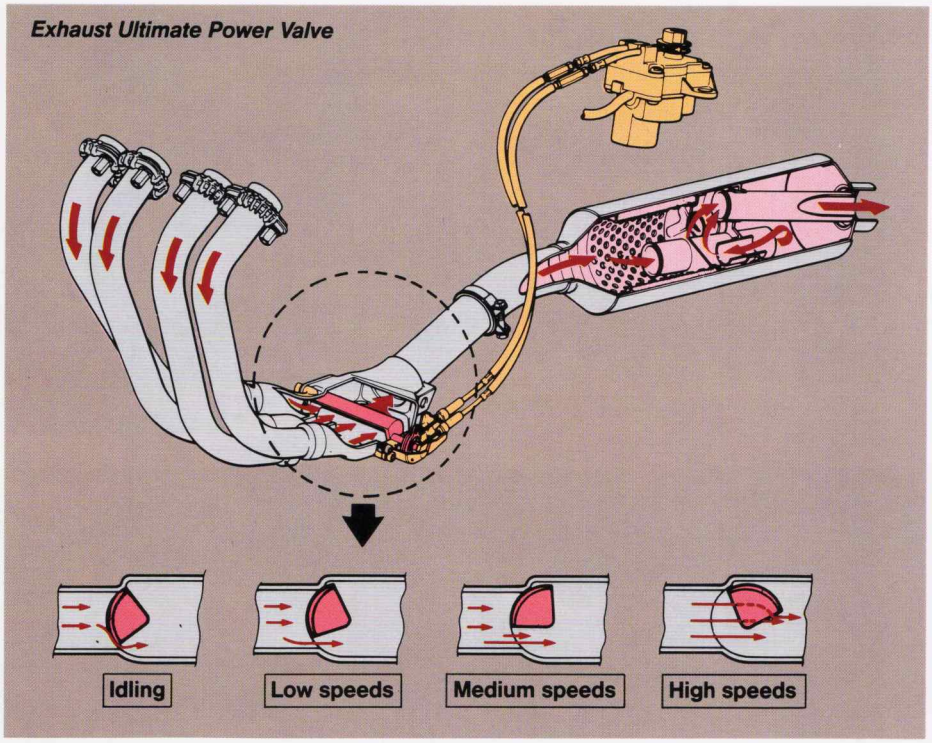


▼ *An anechoic room measures mechanical and engine exhaust noise.*

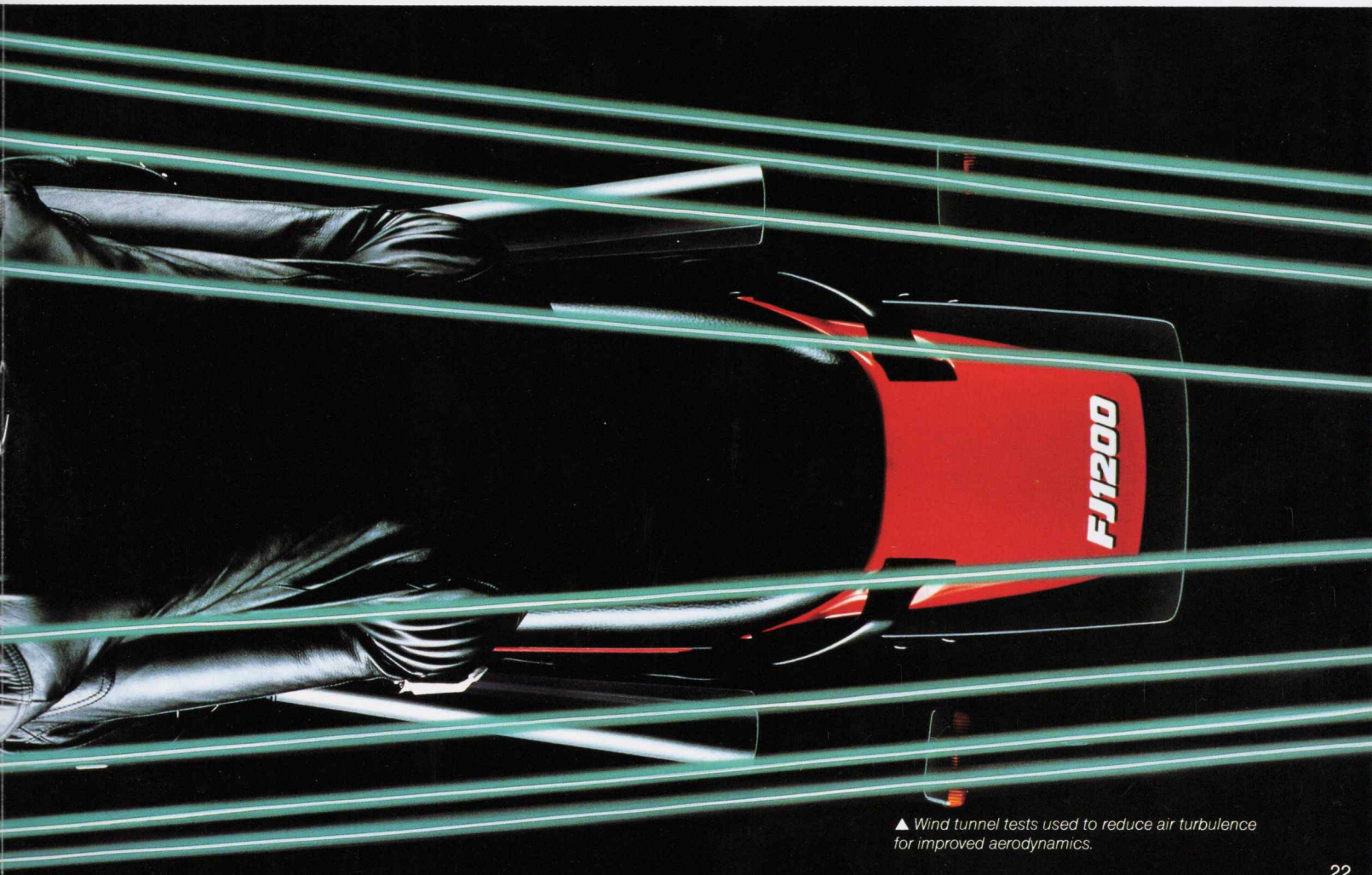


▲ *A car engine is tested for performance in Yamaha's automated LA testing room.*

▲ *Endurance test simulates many hours of hard riding.*



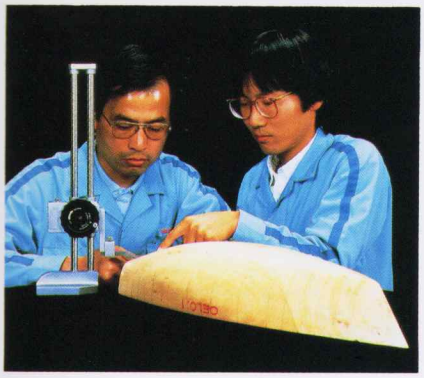
▲ *This configuration for 4-cycle engines shows how the throttle valve in the exhaust pipe works to prevent positive pressure from occurring during overlap periods when both intake and exhaust are opened simultaneously. This has greatly enhanced performance for both exhaust and air-intake functions while increasing output and fuel economy.*



▲ *Wind tunnel tests used to reduce air turbulence for improved aerodynamics.*

New Perspectives for Tomorrow

Looking toward the future, Yamaha's vision is unlimited. Its technological growth is steadily advancing toward the 21st century. With leading-edge technologies, Yamaha is taking giant steps into the future by addressing the needs and expectations of its customers, creating new initiatives for a new era.



▲ *Scale models assist R&D engineers in the development of new types of boats.*

▲ *This small, unmanned helicopter represents Yamaha's vision for future air travel.*

▲ *New product development is done in this building.*

▲ *An experimental hydrofoil that skims over the sea like an aircraft but handles like a motorcycle.*

Yamaha Motor Factories – Builders of Quality and High Performance

Working closely together, the Yamaha group of factories aim at manufacturing higher quality products through more efficient production techniques. This has involved the implementation of industrial robots and flexible manufacturing systems (FMS) that have upgraded employee safety and streamlined management as well as permitting small-lot production for specific items. For better quality control and improved productivity several innovative programs have been introduced at each plant. These include measures to improve individual capabilities, update facilities and permit flexible production planning.

▲ ***Yamaha Head Office and Main Factory***
Administration headquarters, motorcycle, scooter, snowmobile production.

▲ ***Yamaha Hamakita Factory***
Engine parts manufacture.

▲ ***Yamaha Iwata Third and Fifth Factories***
Motorcycle cylinder heads and other cast parts production. Engine assembly.

▼ ***Yamaha Fukuroi Factory***
Packs motorcycle parts for shipment to overseas CKD plants, and machines test parts for motorcycles.

▲ ***Yamaha Arai Factory***
Boat production.

▼ ***Yamaha Nakaze Factory***
Production of FRP.

Trust with Substance – Yamaha Motor Affiliates

▲ *Finishing line at FRP boat assembly plant.*

▲ Yamaha Body Works, Ltd.
Main business activities: production of frames, pistons and clutches.

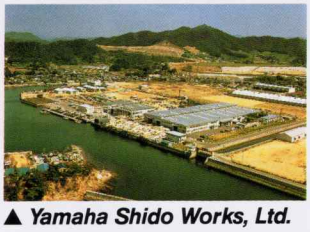
▲ Showa Works, Ltd.
Main business activities: production of multi-purpose engines, generators, water pumps, racing karts and snow removing equipment.

▲ Shimba Shibori Factory
Main business activities: assembly of ATVs (All-Terrain Vehicles), production of motorcycle monocoque frames, etc.

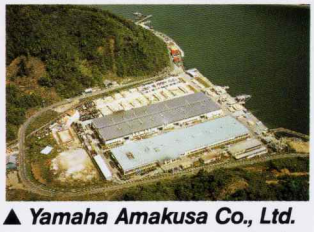
▲ Sanshin Industries, Ltd.
Main business activities: production of outboard motors.

▲ Yamaha Ofunado Works, Ltd.
Main business activities: production of fishing craft, Japanese-style boats and motorcycle helmets.

▲ Yamaha Gamagori Works, Ltd.
Main business activities: production of fishing craft, custom boats, and medium- and large-sized boats.



▲ Yamaha Shido Works, Ltd.
Main business activities: production of fishing craft and Japanese-style boats.



▲ Yamaha Amakusa Co., Ltd.
Main business activities: production of fishing craft and Japanese-style boats.

Setting the Stage for Leisure and Work

For many years now, Yamaha has been a strong supporter of classes, events and facilities that show you how to get more pleasure from marine and motor recreational activities. Wherever you are and whatever you're doing, you'll find Yamaha has what you're looking for in sports and leisure.

Motor Sports

Free Flight Thrills with Both Feet on the Ground
Fun Through Participation

Yamaha has had a long-time interest in proper motorcycle handling. With support from distributors and dealers around the world, Yamaha participates in a number of rider-related events. The Yamaha Riding School (YRS) is well known for its development of good riding habits and sports riding skills. There are also summer festivals and "bike village" activities jointly sponsored by the Yamaha Earthly Sport System (YESS), users and Yamaha dealers as well as Yamaha's involvement in racing cart associations and events.

▲ *Flying the friendly skies on a set of wheels – the YESS jet tour.*

▼ *YRS encourages safe riding.*

▲ *The YESS membership tour – road partners sharing a common interest.*

▲ *Yamaha Technical Center, the first training facilities in Japan specifically designed for motorcycle riding.*

▲ *The YESS motor sports summer festival.*

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YAMAHA
YAMAHA

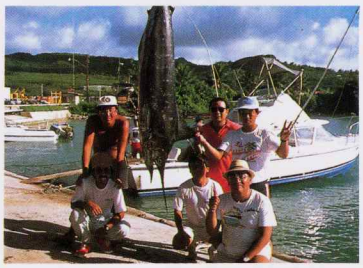
Marine Sports

Learning the Ropes for Riding the Waves – Sailing Right Is Sailing Fun

Yamaha has introduced a number of programs promoting the enjoyment of marine recreational and sports activities to the fullest. There are boat licensing courses, the Yamaha "Yachting Room," sailboat classes and junior sailing schools – all to help make you enjoy being a better sailor. Other activities include the Yamaha Yacht Week held by the Yamaha Sailing Association (YSA), and the Yamaha Fishing Contest sponsored by the Yamaha Boat Association along with sailboat races and competitions organized by Yamaha distributors and dealers. The company also participates on an international level and was the sponsor for the Yamaha Melbourne-Osaka "Double-Handed Yacht Race" held in 1987.

▲ *YSA, a nationwide organization of Yamaha sailboat owners, moves out in force.*

▲ *Boat licensing class grooms new skippers.*



▲ *The Yamaha Fishing Contest is sponsored by Yamaha Boat Association.*

▲ *Yamaha Yacht Week is a popular event sponsored by the Yamaha Sailing Association.*

▲ *Yamaha's "Yachting Room" encourages marine sports and recreation among people.*

▲ *The "Yamaha Osaka Cup" Race (Melbourne — Osaka Double-handed Yacht Race 1987) is the world's first longitudinal cross-Pacific yacht race that runs across the equator from Melbourne, Australia to Osaka, Japan. This year's competition saw 64 entries from seven countries.*

Recreational Facilities

Sun and Fun at Yamaha Sports Centers – Leisure with Originality

Another major business line for Yamaha is its modern leisure and sports facilities. For more ways to enjoy leisure activities, Yamaha operates a number of well-equipped, innovative health and recreational centers that offer an opportunity for people to get together and enjoy sports to their heart's content. Sportsland Sugo is a good example where people can take their sports anyway they like in the midst of nature's finest. Then there's the Yamaha Marina at Hamanako. Each offers the best in recreational entertainment for people who want the most from their leisure activities.

Sportsland Sugo ▶

Located in the suburbs of Sendai in Miyagi Prefecture, this innovative sports facility offers a year-round calendar of entertaining recreational activities. There's the "Motor Sports Zone" with its own courses for road racing and go-karts as well as trial competitions and motocross events. An athletic course is available for family fun along with tennis courts, swimming pool, hotel and camping facilities. Sportsland Sugo — something for everyone.

▲ Yamaha Marina Hamanako

On the shores of Lake Hamana, this marine sports center not only provides safe moorings for motorboats and sailing craft, but also features basic training courses for a number of water-sports activities including sailboating, waterskiing and boat licensing. Along with a hotel and clubhouse, there is a swimming pool and tennis courts to give sailors a chance to get their landlegs back.

Blazing New Trials to the Future

Yamaha is a pioneer, pledged to continue its frontier traditions on into the 21st century. Always the challenger in new discoveries, new products and more diversified business activities, Yamaha has taken the lead in navigating many an uncharted course — continually lighting the way to the world of the future.

Global Network

Yamaha Motor Group – Worldwide Operations with Future Perspectives

Yamaha's global operations include a number of important overseas production centers in addition to marketing. Motorcycles and FRP fishing boats, for example, are now produced in 45 countries. Through its participation in joint companies and technical assistance overseas, Yamaha can develop and market the kind of products that meet local needs as well as contribute to industrialization and employment opportunities around the world.

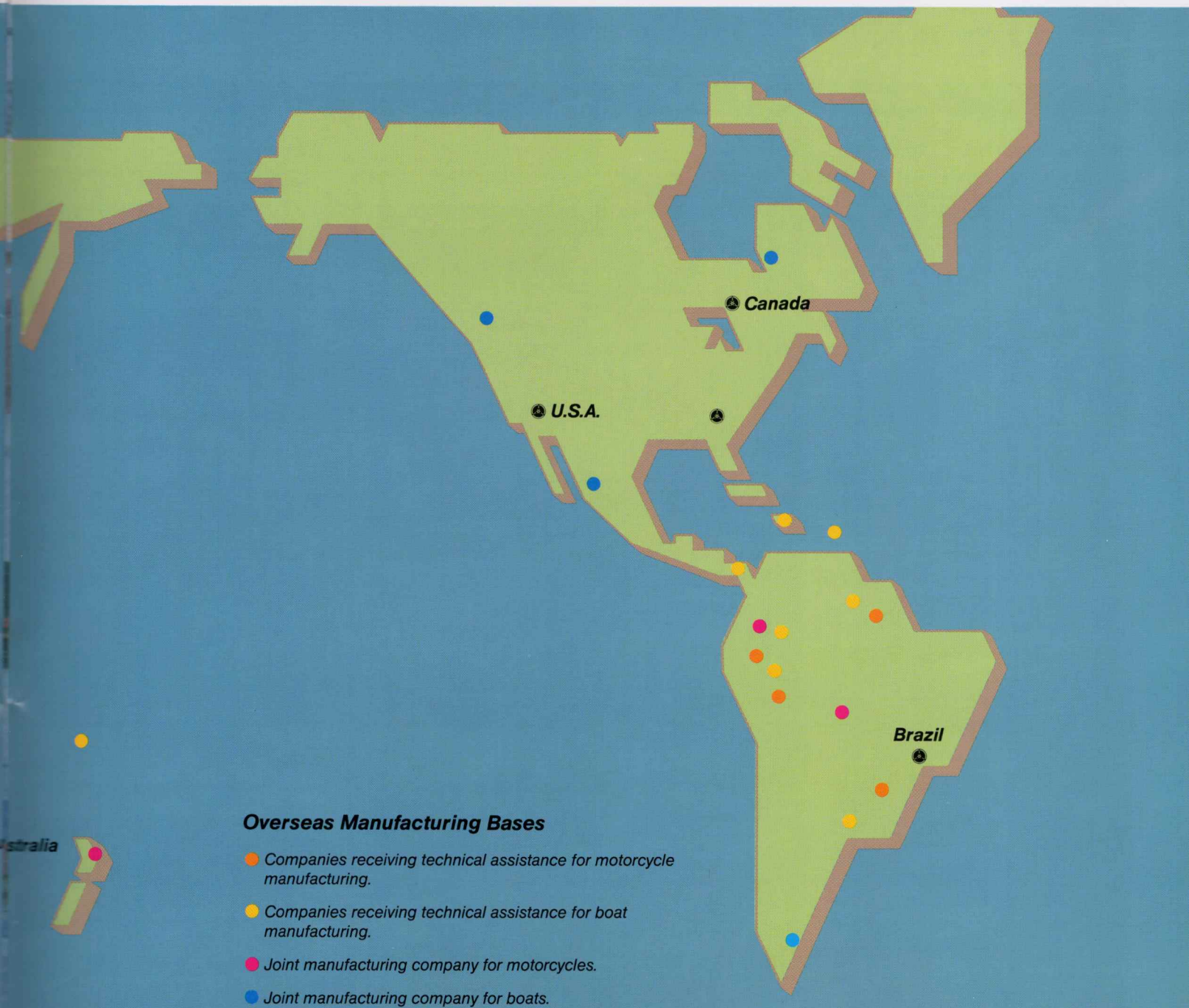
▼ *Yamaha Motor Corporation of USA (YMUS)*

▼ *Yamaha Motor Canada Limited (YMCA)*

▼ Yamaha Motor Europe N.V. (YMENV)

▼ Yamaha Motor do Brazil Ltda. (YMDB)

▼ Yamaha Motor Australia Pty. Limited (YMA)


Canada
U.S.A.
Brazil
Overseas Manufacturing Bases
Companies receiving technical assistance for motorcycle manufacturing.
Companies receiving technical assistance for boat manufacturing.
Joint manufacturing company for motorcycles.
Joint manufacturing company for boats.
Joint manufacturing company for special equipment.

Corporate Profile

Established: July 1, 1955
President: Hideto Eguchi
Capital: ¥22,716,439,751
Employees: 9,925

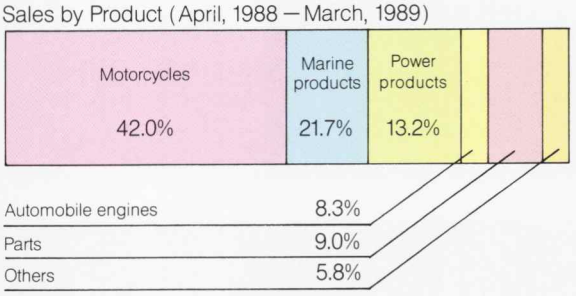
Business performance Fiscal term ending in March.

(in 100 million)

Fiscal year	1989	1988	1987	1986	1985
Net Sales	3,906	3,697	3,458	4,032	3,892

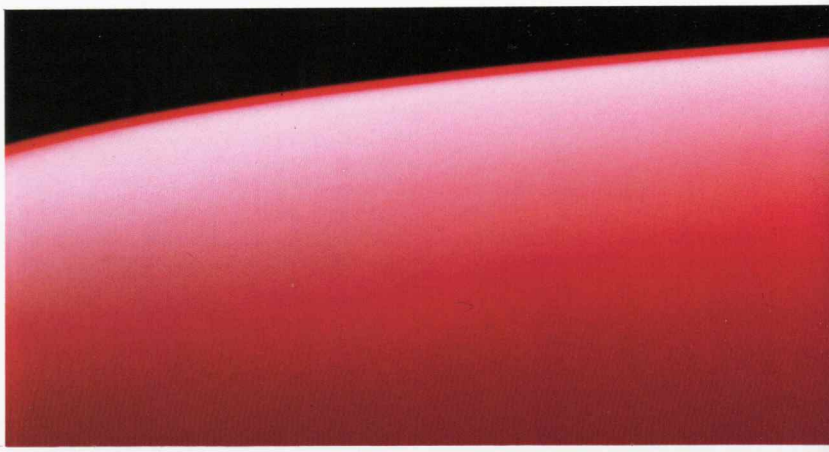
Head office: 2500 Shingai Iwata-shi Shizuoka-ken Japan

Sales by Product (April, 1988 — March, 1989)



Outline

Formerly part of Nippon Gakki Co., Ltd., Yamaha Motor Co., Ltd. was established as an independent company in July of 1955 to engage in the manufacture of motorcycles. The company has since diversified into many fields and become a comprehensive manufacturer of products ranging from sports and leisure goods to industrial equipment. It all started with the production of the 125cc YA-1 motorcycle, popularly known as the "Akatombo" or "Red Dragonfly." This was the company's first motorcycle, yet it still symbolizes the quality, performance and originality that has come to be traditionally identified with the Yamaha brand. Based on its experience in motorcycle manufacturing, Yamaha began producing outboard motors. This led to a number of other challenging new fields including automobile engines, snow-mobiles, multipurpose engines, generators, water pumps, racing karts, golf cars, diesel engines and all-terrain vehicles.
For marine applications, Yamaha entered the field of FRP technology and currently manufactures motorboats, rowboats, sail-boats, Japanese-style boats, fishing boats and customized vessels. Today, Yamaha technologies include applications for industrial robots, high-speed plating machines, aircraft engines and wind-powered generators. In its constant pursuit of higher performance and better quality, Yamaha is aggressively pursuing new markets and business opportunities with its sights set firmly on the future needs of consumers everywhere.



Yamaha Motor Group

Yamaha Factories

Iwata Head Office & Factory
Hamakita Factory
Iwata No. 3 & No. 5 Factories
Fukuroi Factory
Arai Factory
Nakaze Factory

Group Factories

Yamaha Body Works, Ltd.
Showa Works, Ltd.
Shimba Shibori Factory
Sanshin Industries, Ltd.
Yamaha Ofunado Works, Ltd.
Yamaha Gamagori Works, Ltd.
Yamaha Shido Works, Ltd.
Yamaha Amakusa Co., Ltd.

Sales Companies

Hokkaido Yamaha Co., Ltd.
Yamaha Tohoku Co., Ltd.
Yamaha Tokyo Co., Ltd.
Yamaha Chubu Co., Ltd.
Yamaha Kansai Co., Ltd.
Yamaha Chugoku Co., Ltd.
Yamaha Shikoku Co., Ltd.
Yamaha Kyushu Co., Ltd.
Yamaha Kumamoto Co., Ltd.

Affiliated Companies

YS Co., Ltd. IIC Co., Ltd.
SUNWARD Co., Ltd. YEC Co., Ltd.
IDL Co., Ltd. YAC Co., Ltd.
MELCO Co., Ltd. MINT Co., Ltd.
HAMAKITA KOGYO
JOB Co., Ltd. JBS
SETOUCHI MARINE

Research Facilities

R&D Center (Iwata Head Office)
R&D California
R&D Minnesota
Production Technology Center (Iwata Head Office)

Facilities

Yamaha Marina Hamanako
Sportsland Sugo
Yamaha Technical Center
Fukuroi Test Course, etc.

Overseas Subsidiaries

Yamaha Motor Corporation of USA
Yamaha Motor Manufacturing Corporation of America
Yamaha Motor Canada Limited
Yamaha Motor Europe N.V.
Yamaha Motor Espana S.A.
Yamaha Motor do Brazil Ltda.
Yamaha Motor Australia Pty. Limited

Overseas Joint Companies

Indonesia (2), Pakistan, Iran, Malaysia (4), Taiwan, Mexico, Colombia, Nigeria, France, India, Brazil, Canada

Overseas KD Factories and Production Facilities

60 locations in 45 countries

Major Products

Motorcycles

Sports models
- Super Sports
- Road Sports
- Touring
- Trail
- Trial

Scooters
Business models
Racers

Power Products

Multi-purpose engines
Generators
Water pumps
Snow removing equipment
Golf Cars
Snowmobiles
Racing karts
ATV(All-Terrain Vehicles)

Automobile Engines

DOHC engines
Racing engines

Marine Products

Commercial fishing boats
Japanese-style boats
Speedboats
Motorboats
Water Vehicles
Sailboards
Leisure fishing boats
Rowboats
Sailing cruisers
Sailboats
Custom boats & sailing craft
Outboard motors
Diesel engines
Swimming pools

Other Products

Industrial robots
High-speed plating machines
Wind-powered generators
Gas Engine Heat Pumps
Aircraft engines

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